

City of Easley
Department of Planning and Development
Board of Zoning Appeals
June 16, 2026

Staff Report

Case Number: VAR-26-04

Applicant: Marcos Gonzalez (Owner)

Address: 109 Brushy Creek Rd

Parcel ID's: 5029-18-40-9337

Acreage: 1.35

Zoning: Neighborhood Commercial (NC)

Future Land Use: Industrial

Surrounding Property:

Current Zoning: North: General Commercial (GC)
East: General Residential 1 (GR-1)
South: Office / Institutional (O/I)
West: General Commercial (GC)

Future Land Use: North: Commercial
East: Residential
South: Industrial
West: Commercial

Special Exception Review Criteria

Pursuant to Section 4.10.1 of the Unified Development Ordinance, Special Exceptions are intended for uses that are generally compatible with the land uses permitted by-right within a zoning district but require individual review of their location, design, configuration, and operational characteristics to evaluate the potential for adverse impacts on adjacent properties and uses. The purpose of the Special Exception process is to ensure the appropriateness of a use at a particular location.

Section 4.10.3 of the Unified Development Ordinance authorizes the Board of Zoning Appeals to approve a Special Exception where it reasonably determines that the proposed use will not create significant negative impacts upon surrounding properties or the general public. In making its determination, the Board should consider the following criteria:

1. Compatibility with Existing Land Uses

The proposed food hall, restaurant, and entertainment venue is located within the Neighborhood Commercial (NC) zoning district and is surrounded by a mixture of commercial, office/institutional, and residential zoning districts. Commercial uses exist immediately north and west of the site, while residential properties are located to the east. Staff finds that restaurant and entertainment uses are generally compatible with the surrounding commercial development pattern; however, the proximity of nearby residential uses warrants careful consideration of potential impacts.

2. Harmony of Site Design and Circulation

While a conceptual site plan has been provided, the final design has not been approved. Throughout discussions with the applicant since August 2025, staff has consistently identified concerns regarding parking availability, internal circulation, and the safe ingress and egress of vehicles from the site. These concerns are amplified by the property's location along Brushy Creek Road near the US Highway 123 overpass and the Publix shopping center, where traffic congestion and access challenges already exist during peak travel periods.

3. Impact on Public Infrastructure and Services

Staff anticipates that the proposed use will generate substantially more traffic than many of the uses typically found within the Neighborhood Commercial district. A Traffic Impact Study is therefore required pursuant to Section 7.8 of the Unified Development Ordinance. The study must evaluate existing roadway conditions, projected traffic volumes, access management, mitigation measures, and the ability of the surrounding transportation network to safely accommodate the proposed development. Approval of this Special Exception does not waive or modify this requirement.

4. Consistency with the Comprehensive Plan

The Comprehensive Plan encourages economic development, supports local businesses, and promotes the expansion of dining and entertainment opportunities within the community. At the same time, the Plan emphasizes the importance of connectivity, transportation planning, and ensuring that infrastructure keeps pace with growth. Staff finds that the proposed use is generally consistent with the economic development objectives of the Comprehensive Plan, if traffic, parking, and operational impacts are adequately addressed.

5. Impact on Public Health and Safety

Traffic circulation and vehicle safety remain among staff's primary concerns. The nearby overpass and commercial corridor already experience congestion during peak travel periods, and additional vehicle trips associated with a food hall, restaurant, and entertainment venue may exacerbate these conditions without appropriate roadway improvements and access management measures. Staff believes these concerns can be addressed through completion of the required

Traffic Impact Study and implementation of any mitigation measures required by SCDOT or the City.

6. Potential Creation of Noise and Other Impacts

The applicant has proposed outdoor gathering areas, live music, and entertainment activities. Staff recognizes the value these amenities may bring to the community; however, noise impacts on nearby properties must be carefully considered. Staff is particularly concerned with the applicant's request to operate beyond midnight, as late-night operations may increase noise levels, traffic activity, and compatibility concerns. For this reason, staff recommends that any approval limit operating hours to no later than 12:00 midnight.

Recommended Conditions

Pursuant to Section 4.10.4 of the Unified Development Ordinance, the Board of Zoning Appeals may impose conditions necessary to minimize, mitigate, or eliminate potential adverse impacts associated with the proposed use.

Staff recommends approval with the following conditions:

1. Outdoor entertainment and amplified music shall cease by 10:00 PM. Hours of operation shall not extend beyond 12:00 midnight.
2. A Traffic Impact Study shall be completed in accordance with Section 7.8 of the Unified Development Ordinance. Any roadway improvements required by the Traffic Impact Study, SCDOT, or the City of Easley shall be completed prior to issuance of a Certificate of Occupancy.
3. To prevent left turns onto Brushy Creek Rd from Hayes Rd. the applicant will need to expand the median on Brushy Creek Rd or pay for the installation of one on Hayes Rd. Either project must get approved by SCDOT and the City.

Respectfully submitted,

A handwritten signature in cursive script that reads "Corey Holycross".

City Planner

Exhibits:

Exhibit A: Photos of the Site

Exhibit B: Zoning Map

Exhibit C: Future Land Use Map

Exhibit D: Application

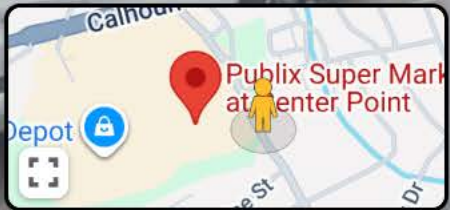
116 Brushy Creek Rd

Easley, South Carolina

Google Street View

May 2025 [See more dates](#)

Share



Google Maps



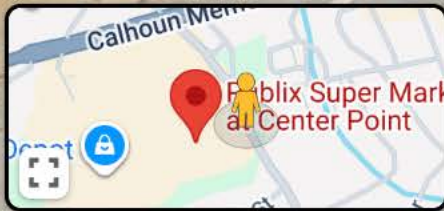
109 Brushy Creek Rd

Easley, South Carolina

Google Street View

May 2025 [See more dates](#)

Share



Google Maps



203 Hayes Rd

Easley, South Carolina

Google Street View

May 2025 [See more dates](#)

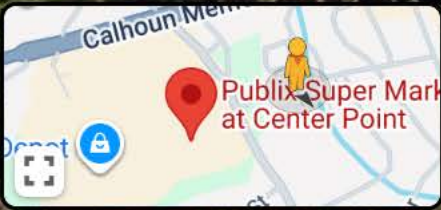
Share



Residential directly behind the site.



Google Maps



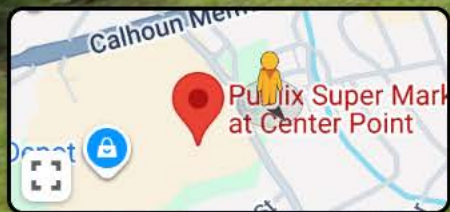
144 Hayes Rd

Easley, South Carolina

Google Street View

May 2025 [See more dates](#)

Share



Google Maps



100 Hayes Rd

Easley, South Carolina

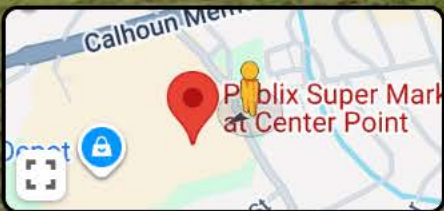
Google Street View

May 2025 [See more dates](#)

Share

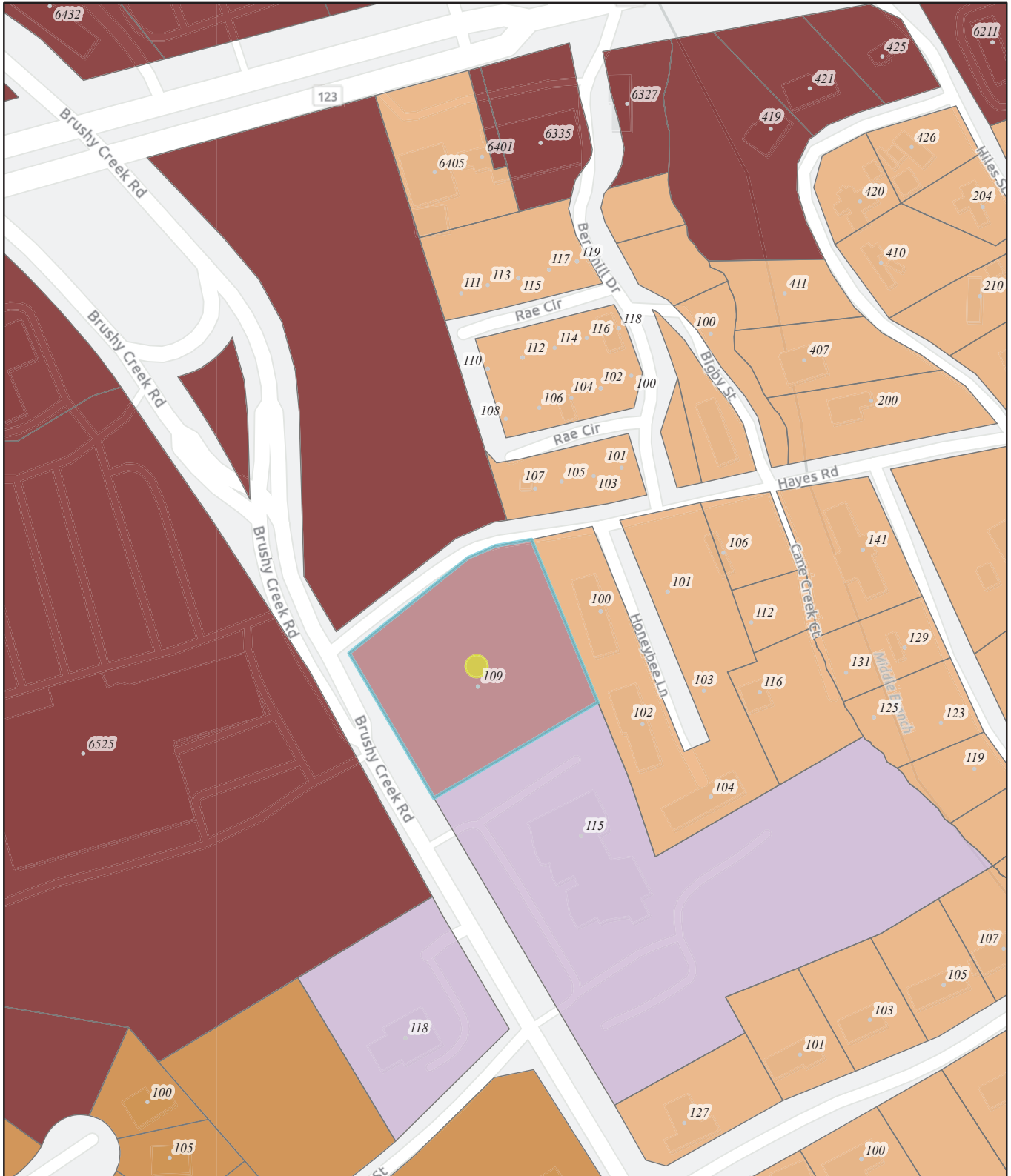


Staff concerned with left turns to and from the site.



Google Maps

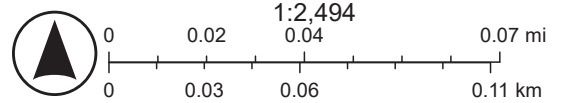
Zoning - VAR-26-04



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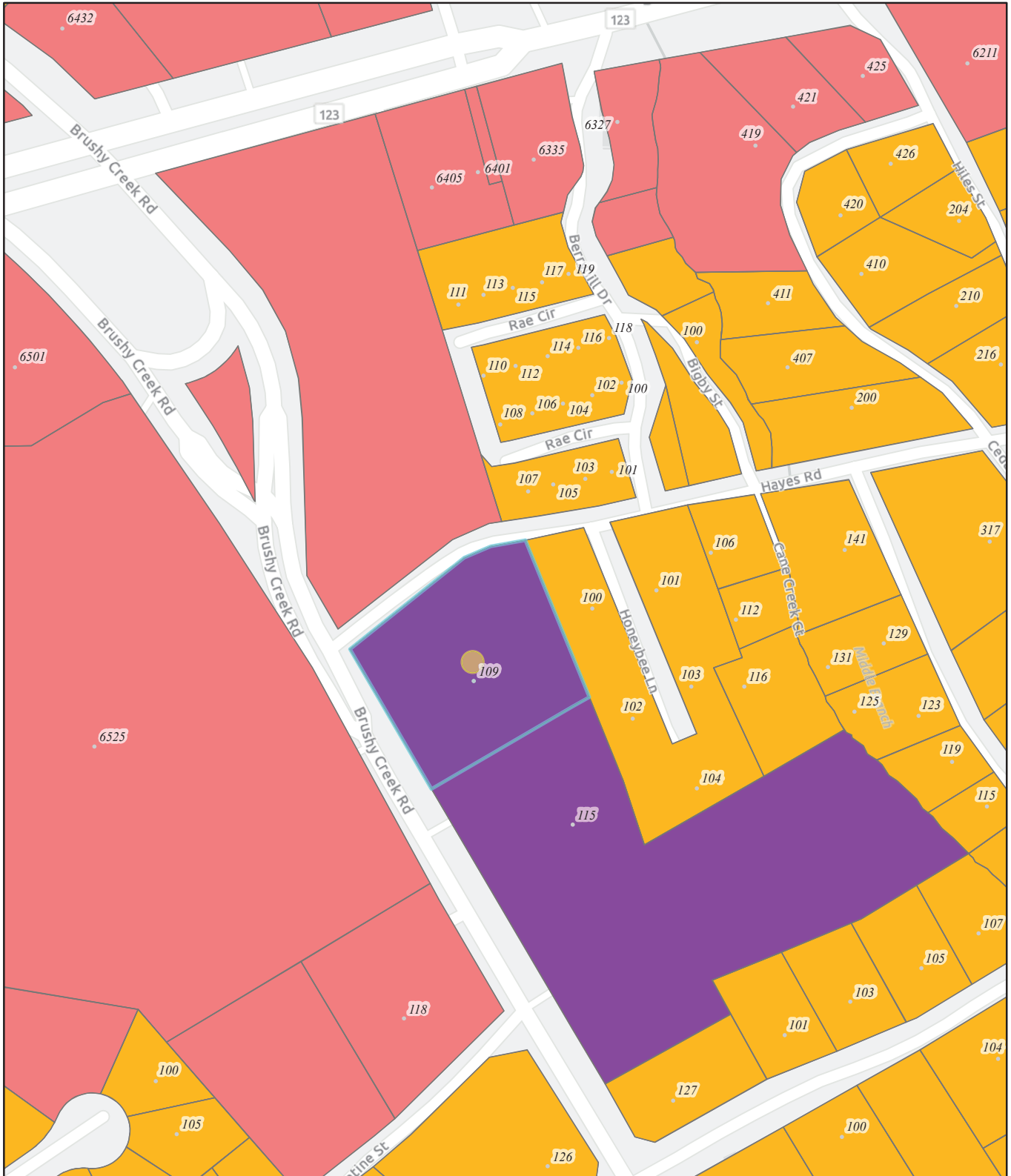
- Easley
- County Boundary
- Address Points
- Pickens County Parcels
- City Limits

- Zoning**
- General Residential 1 (GR-1)
 - General Residential 2 (GR-2)
 - Neighborhood Commercial (NC)
 - General Commercial (GC)
 - Office/Institutional (OI)



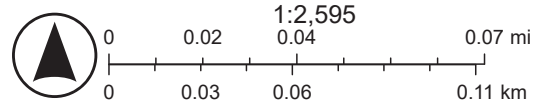
Sources: Esri, TomTom, Garmin, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community

FLU - VAR-26-04



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- Easley
 - County Boundary
 - Address Points
 - Pickens County Parcels
 - City Limits
- Future Land Use**
 - Residential
 - Industrial
 - Commercial



Sources: Esri, TomTom, Garmin, (c) OpenStreetMap contributors, and the GIS User Community, Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, (c) OpenStreetMap contributors, and the GIS User Community



Special Exception Application

Date Received:

5/19/26

Planning & Development
 205 North 1st Street | Easley, SC 29640
 (864)-855-7908 | www.cityofeasley.com

Special Exception approval is required for certain uses that may be appropriate within a zoning district but require individual review by the Board of Zoning Appeals. The purpose of this process is to evaluate the proposed use's compatibility with surrounding properties and ensure it will not create adverse impacts, in accordance with the City's Unified Development Ordinance (UDO).

1. General Information

Applicant Name: <u>Marcos Gonzalez</u>	Phone: <u>864-787-0502</u>	Email: <u>Zumar properties llc@gmail.com</u>
Property Owner Name:	Phone: <u>864-787-0502</u>	Email: <u>Zumar properties llc@gmail.com</u>
Authorized Representative (if applicable):	Phone:	Email:
Address: <u>109 Brushy Creek, Easley, SC, 2964</u>		Total Lot Size:
Parcel ID: _____		<u>1.35</u>
Zoning District: <u>NC</u>	Current Use of Property: <u>vacant - Neighborhood Commercial</u>	

2. Request Details

- Proposed Use (Special Exception Request): General Commercial; Rest & Bar.
- Description of Request (attach additional pages if needed):
The subject property is located within a Neighborhood Commercial Zoning. I am requesting this Special Exception to allow the use of the site for Rest. and Bar purposes as part of a community-focused development.

The vision of this project is to support local entrepreneurs by providing space for small food businesses while offering the community a welcoming place for dining and enjoyment. The intent is to create a safe, family-friendly and vibrant environment that contributes positively to the character and values of the surrounding area.

3. Required Submittals

Please attach the following:

- Site Plan (showing layout, access, parking, structures, etc.)
- Supporting Documents (elevations, photos, studies if applicable)
- Written Narrative addressing all criteria in Section 4.10.3

4. Written Justification (Required)

Provide a written statement explaining how your request meets the following criteria:

1. Compatibility with surrounding land uses
2. Harmony with site design, circulation, and neighborhood character
3. Impact on infrastructure and public services (roads, utilities, emergency services)
4. Consistency with the City of Easley Comprehensive Plan
5. Impact on public health and safety
6. Potential impacts (noise, light, fumes, dust, vibration, etc.)

5. Acknowledgment Of Process

I understand that:

- This request requires a public hearing before the Board of Zoning Appeals
- Public notice will be provided in accordance with the City of Easley UDO
- The BZA may approve, approve with conditions, or deny this request
- Additional permits may be required upon approval

Signature: Marcos Gonzalez Date: 05/18/2022

7. Staff Use Only

- Application Received: _____
- Case Number: _____
- Hearing Date: _____

8. Decision (BZA Use Only)

- Approved
- Approved with Conditions
- Denied

Findings of Fact:

Conditions (if applicable):

BZA Chair Signature: _____ Date: _____

Written Justification – Proposed Food Court Plaza

Written Justification – Proposed Food Court Plaza

Property Address: 109 Brushy Creek Rd, Easley, SC

The proposed development is an outdoor food court plaza consisting of small food vendors, seating areas, gathering spaces, and landscaped open areas designed to create a community-oriented destination. The project is intended to support local business growth and provide additional dining and social opportunities within Easley while activating an underutilized commercial property.

1. Compatibility with Surrounding Land Uses

The subject property is located within a Neighborhood Commercial zoning district; however, the surrounding area is already characterized by established commercial activity, including retail, dining, and service uses. The site benefits from proximity to major commercial development and is positioned within a well-established commercial environment.

Given this context, the proposed food court plaza is fully compatible with surrounding land uses. The project continues the existing commercial pattern while introducing a locally driven, family-oriented dining environment that supports small businesses and enhances the variety of uses available to the community.

2. Harmony with Site Design, Circulation, and Neighborhood Character

The site layout is designed to promote clear and organized pedestrian circulation, efficient vendor placement, and accessible gathering areas that encourage safe movement throughout the plaza. Parking and site access are arranged to support smooth traffic flow and minimize congestion during peak hours.

The architectural approach is intentionally inspired by Easley's historical industrial and mill heritage. The use of modern industrial-style materials and repurposed container structures reflects that identity while creating an open-air, backyard-style atmosphere. The intent is to balance a modern food hall concept with a sense of local history and community comfort, making the space feel both authentic and

welcoming.

3. Impact on Infrastructure and Public Services

The proposed development is not expected to create an excessive burden on existing infrastructure. Utility connections for water, sewer, and electricity will be coordinated with local service providers and designed in compliance with all applicable standards.

Overall infrastructure impact is expected to be minimal due to the compact and efficient design of the food vendor units, which are planned in a food truck–style layout using repurposed containers. Operations are intended to be streamlined with a strong focus on “to-go” service, which reduces overall water usage compared to traditional dine-in restaurants, as there is less reliance on full-service dishwashing operations.

Electrical demand is also expected to be efficient due to the use of LED lighting and the relatively small footprint of each container unit, which reduces HVAC requirements compared to conventional restaurant buildings.

Cooking equipment will primarily operate on natural gas systems, further reducing electrical demand on the site while maintaining efficient and reliable food preparation operations.

Traffic generated by the project is expected to remain consistent with a small-scale, neighborhood-oriented commercial use. The site at 109 Brushy Creek Road is intended to serve local residents and visitors in an organized manner without generating excessive congestion or peak-hour traffic impacts.

Fire safety access, emergency vehicle circulation, and all required clearances will be fully incorporated into the site design in compliance with applicable fire and building codes.

4. Consistency with the City of Easley Comprehensive Plan

The proposed development supports the City of Easley’s goals for community-oriented growth, small business development, and revitalization of commercially zoned land. The project is designed to encourage locally owned food vendors and small businesses rather than large national chains, promoting a mix of traditional and diverse food options accessible to the community.

In addition, the project supports the creation of walkable, family-friendly destinations that enhance community engagement and strengthen Easley's local identity. It contributes to economic development while maintaining a scale and character appropriate for the surrounding area.

5. Impact on Public Health and Safety

The development will be constructed and operated in full compliance with all applicable building, fire, health, and accessibility codes. The design incorporates safe pedestrian walkways, adequate lighting, clearly defined vendor and seating areas, and organized circulation paths to ensure a safe environment for visitors and employees.

Food preparation areas will comply with all health department requirements, including sanitation, waste management, and proper ventilation systems. Emergency access routes will remain clear and unobstructed at all times, ensuring efficient response by fire, EMS, and law enforcement if needed.

Overall, the project prioritizes public safety by creating a controlled, well-designed, and family-friendly environment suitable for daily use.

6. Potential Impacts (Noise, Light, Fumes, Dust, Vibration, etc.)

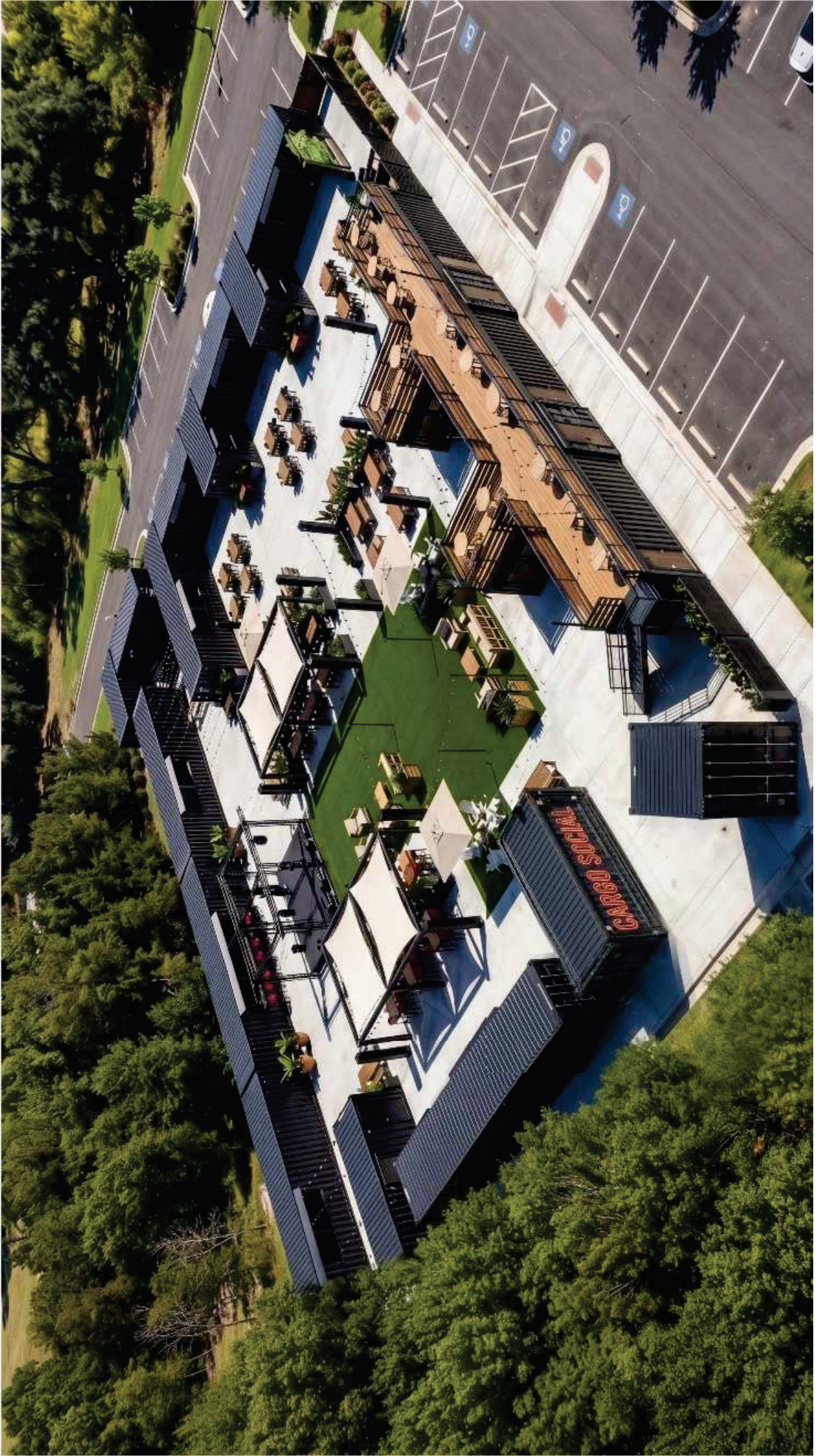
The proposed use is expected to generate impacts consistent with normal restaurant and outdoor dining environments. Noise levels will primarily consist of general conversation and typical food service activity, with no industrial-level noise expected.

Exterior lighting will be designed to be downward-directed and controlled to minimize spillover onto surrounding properties while maintaining safe visibility throughout the site during evening hours.

Cooking-related emissions will be managed in compliance with all applicable mechanical and health codes, including proper ventilation systems to control odors. No significant dust, vibration, or industrial-type impacts are anticipated.

Overall, the development is designed to operate as a family-friendly, community-focused destination with controlled and minimal off-site impacts.







PLAN STATUS	DATE	DESCRIPTION
05/18	2/03	2/03 SUBMITTAL
07/23	3/03	3/03 SUBMITTAL
04/17	5/18	5/18 SUBMITTAL
DATE	DESCRIPTION	DATE
04/17	18/05/04/1-001	04/17
DATE	APRIL 17, 2008	

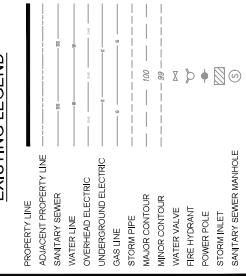
GENERAL SITE NOTES

1. DIMENSIONS SHOWN ARE TO THE FACE OF CURB PROPERTY LINE OR CENTERLINE OF STRIPING UNLESS OTHERWISE NOTED.
2. ALL EXISTING EASEMENTS, RIGHT-OF-WAY AND LOT LINES MAY NOT BE SHOWN. REFER TO THE ALTA/PLAT AND TITLE INFORMATION AND ASSOCIATED ENCUMBRANCES, EASEMENTS, ETC. AND RECORDS FOR COMPLETE SUBSEQUENT COMMENCEMENT.
3. ALL CONSTRUCTION SHALL BE IN ACCORDANCE WITH THE CITY OF EASLEY ENGINEER SHALL BE HELD PRIOR TO CONSTRUCTION.
4. THE CITY OF EASLEY SHALL BE ADVISED AT LEAST 48 HOURS NOTICE PRIOR TO PERFORMING ANY INSPECTIONS, STANDARDS AND THE LATEST MANUAL ON UNIFORM TRAFFIC CONTROL DEVICES (MUTCD).
5. CONTRACTOR TO PROVIDE AS-BUILTS OF ALL IMPROVEMENTS TO THE SITE. AS-BUILTS TO INCLUDE HORIZONTAL AND VERTICAL ALIGNMENT, GRADES, ELEVATIONS, AND ALL OTHER DATA NECESSARY TO REPRODUCE THE PROJECT TO INDUSTRY PRACTICE AND OTHER APPROPRIATE REGULATIONS OF PUBLIC WORKS AGENCIES. ALL AS-BUILTS MUST BE PREPARED TO INDUSTRY PRACTICE AND SEPARATION OF UTILITIES IN ADDITION TO THE APPROPRIATED CRITERIA AS-BUILTS MUST MEET ALL LOCAL AND STATE REQUIREMENTS.
6. ALL AFFECTED SIDEWALKS, RAMPS AND CROSSWALKS WILL BE BUILT AND INSPECTED TO MEET CURRENT ADA BUILDING STANDARDS FOR BUILDING DIMENSIONS.
7. ALL AFFECTED SIDEWALKS, RAMPS AND CROSSWALKS WILL BE BUILT AND INSPECTED TO MEET CURRENT ADA BUILDING STANDARDS FOR BUILDING DIMENSIONS.
8. PRIOR TO INSTALLATION CONTRACTOR SHALL IDENTIFY AND MARK ALL EXISTING UTILITIES AND RECORDS TO BE REFERRED TO.

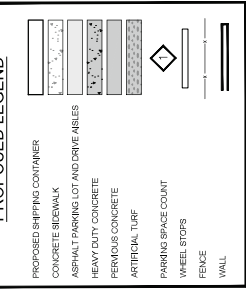
SITE SUMMARY TABLE

SITE AREA	1314 AC
DEVELOPABLE AREA	121 AC
PERMITTED AREA	130 AC (80%)
PERMISSIBLE AREA	827 AC (63%)
ZONING	CITY OF EASLEY NEIGHBORHOOD COMMERCIAL (NC)
EXEMPT USE	VACANT
PROPOSED USE	OUTDOOR ENTERTAINMENT
FRONT SETBACK	30'
REAR SETBACK	10'
LANDSCAPE BUFFER/YARD SUMMARY	
FRONT BUFFER	0'
REAR BUFFER	0'
PARKING SUMMARY	
REQUIRED PARKING	1 SPACE / 3 SEATS
	23 TABLE SEAT
	89 TABLE SEAT
	87 SPACES REQUIRED
PROVIDED PARKING	87 SPACES
STANDARD STALL DIMENSION	8' x 12'
HANDICAP STALL DIMENSION	8' x 12' w/ 5' WHEEL WELLS
WHEEL WELLS WIDTH	24"

EXISTING LEGEND



PROPOSED LEGEND



TYPICAL ASPHALT PAVEMENT SECTION



TYPICAL CONCRETE PAVEMENT SECTION



PERVIOUS CONCRETE PAVEMENT SECTION

